

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – General Elections, 2014 – Voter Awareness Campaign through print media  
– Insertion of Paid Advertisement – Payment of Rs.64,90,800/- towards the cost of  
Advertisement charges to M/s Pamm Advertising & Marketing, Hyderabad –  
Sanctioned – Orders – Issued.

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GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

**G.O.Rt.No: 1971**

**Dated:12-05-2014**

Read the following:-

1. Govt.Lr.No.1269/Elecs.C/A2/2014-3, Dt.29-03-2014.
2. Govt.Lr.No.1269/Elecs.C/A2/2014-5, Dt.01-04-2014.
3. From M/s Pamm Advt. & Mktg, Hyderabad, Bill No.  
PH/2014/04/11, dt.30-04-2014.
4. G.O.Rt.No.1475, Fin. (Expr.GAD-I) Dept., dt:11-04-2014.

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**ORDER:**

In the Government letter 1<sup>st</sup> read above, M/s Pamm Advertising & Marketing, Hyderabad has been requested to insert the translated version of the advertisement in the language of the respective news paper in 12 X 10 Sq. CM size and different layouts shall be inserted in different news papers in colour in all editions of Andhra Pradesh for 30 days duly commencing from 30-03-2014 of the following News Papers on the dates indicated against each as mentioned below in connection with Voter Awareness Campaign through print media regarding General Elections, 2014.

Sl. No.	Name of the News Paper	Rate offered Rs.	Other offer given
1	Namasthe Telangana	Rs.53,56,800/-	1 + 1
2	Siasat	Rs.4,68,000/-	---
3	Munsif	Rs.4,68,000/-	---

2. In the Govt. letter dt:01-04-2014, on consideration of the request of the M/s Pamm Advertising & Marketing agreed the cost of Rs.6,48,000/- towards cost for media campaign through Siasat instead of Rs.4,68,000/- as per the orders issued in the Govt. letter dt:29-03-2014.

3. Accordingly, the Agency has inserted advertisement in all editions of different news paper in Andhra Pradesh in 10 X 12 Sq. CM in colour for 30 days from 30-03-2014 to 28-04-2014 along with free Ad and furnished the bill for an amount of **Rs.64,90,800/-** and requested for payment vide references 3<sup>rd</sup> read above.

4. After careful examination, Government hereby accord sanction for payment of **Rs.64,90,800/-** (Rupees sixty four lakhs ninety thousand and eight hundred only) to M/s Pamm Advertising & Marketing, Hyderabad towards cost of insertion of 12 X 10 Sq. Cm size in colour advertorial in all editions of Andhra Pradesh in following news papers for 30 days duly commencing from 30-03-2014 in connection with Voter Awareness Campaign through print media regarding General Elections, 2014.

(Contd...2...)

Sl. No.	Newspaper & Edition	RO.No..	Amount
1	Namasthe Telangana	52914	53,56,800
2	Siasat	52915	6,48,000
3	Munsif	52916	4,86,000
Total			64,90,800

5. The expenditure sanctioned in para 4 above shall be debited to **“2015 Elections - MH 104 Charges for Conduct of Elections for Lok Sabha and State Legislative Assemblies when held simultaneously – SH (04) Conduct of Elections to Lok Sabha and State Assembly – 260 Advertisements, Sales and Publicity Expenses”** and shall be met from the additional funds provided vide G.O. 4<sup>th</sup> read above.

6. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para (4) above and credit in favour of **“Pamm Advertising & Marketing, A/c No. 90061250000351, Syndicate Bank, East Patel Nagar, 7 Sethi Bhavan, 7-Rajendra Place, New Delhi-08, IFSC Code No: SYNB0009006, MICR Code No.110025014, PAN No.AAA FP 7680H.**

7. This order does not require the concurrence of Finance Department as per the orders issued vide G.O. 4<sup>th</sup> read above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHR PRADESH)

BHANWAR LAL  
CHIEF ELECTORAL OFFICER & E.O  
PRINCIPAL SECRETARY TO GOVERNMENT

To

The General Manager, Pamm Advertising & Marketing, Hyderabad

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

SC/SF

//FORWARDED:: BY ORDER//

SECTION OFFICER